### FROM THE BEST MAGAZINE: THE BEST

# THE NEW YORKER

1925-1935

TH

### **ANNIVERSARY BOOK OF** CARTOONS

















ADDAMS, PETER ARNO GEORGE BOOTH, ROZ CHAST A NEW CREW YOU HAVEN'T HEARD OF BUT WILL!

**SEQUENTIALLY PAGINATED FOR** 



# BE THE TALK OF THE TOWN SHOP NEWYORKERSTORE.COM

FRAMED CARTOONS & COVER PRINTS





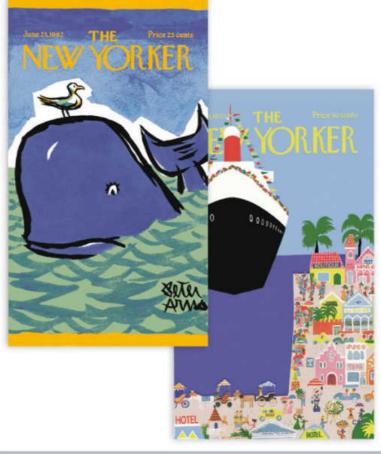
#### **NOTEBOOKS & STATIONERY**



UMBRELLAS FEATURING GEORGE BOOTH'S CATS & DOGS



#### BEACHTOWELS FEATURING NEW YORKER COVER ART



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### INTRODUCTION

BY ROBERT MANKOFF

#### IT'S BEEN SAID THAT NINETY-EIGHT PER CENT OF NEW YORKER READERS LOOK AT THE CARTOONS FIRST, AND THAT THE OTHER TWO PER CENT LIE

(FIGURE 1)



Coöperation

I know this for a fact, because I said it.

But, in fact, it's not a fact. I just made it up. That people not only find this quip funny but also find it, as Stephen Colbert would say, "truthy" is a testament to the tradition of *New Yorker* cartoons, and to the enduring place they occupy in our comic culture.

Another testament to that tradition is that, as cartoon editor, I often get requests to find a particular favorite, great cartoon that the requester is absolutely sure appeared in *The New Yorker*. I'm always happy to comply, but sometimes it turns out the cartoon appeared elsewhere. Look, not every great cartoon is a *New Yorker* cartoon. It just seems that way to cartoon devotees.

The New Yorker's cartoon tradition started ninety years ago, in the very first issue of the magazine, published on February 21, 1925, with the very first cartoon we published, by Alfred Frueh (FIGURE 1).

The last cartoon we published was by Jason Adam Katzenstein (FIGURE 2).

No, no, don't worry—not the last-last, just the last as of my writing this, in 2015. In the course of the nine decades since 1925, more than seventy-nine thousand cartoons have appeared in *The New Yorker's* pages. If you were to view all of them, from way back then till right now (which, incidentally, you can do on archives.newyorker.com), by my calculations (please, math teachers out there, don't ask me to show my work on this) it would take you about eleven days. And, as much as I love anyone who loves *New Yorker* cartoons so much, it would show that you



#### (FIGURE 2)

have way too much time on your hands.

So, instead, in the interest of time management—yours and ours—what you have here in your hands is a sampling from those decades, but not a random sampling. It's one that we think nicely

represents the evolving comic imagination of our cartoonists during those decades, as it reflected and refracted the desires, conventions, and modes of thought of the times.

From the mid-twenties of the last cen-

tury to the mid-teens of this one, every issue of *The New Yorker*, with the exception of one (gold stars to those who know which one), has had gag cartoons. And, rest assured, we have every intention of keeping the streak going.

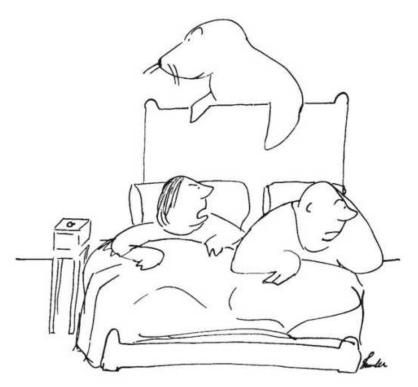
90<sup>™</sup> ANNIVERSARY BOOK OF CARTOONS

# 1925-1935



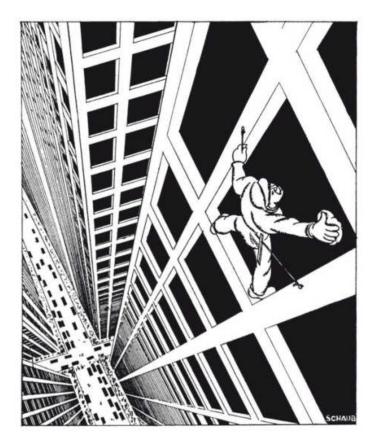
**INDUSTRIAL CRISES** 

The Day a Cake of Soap Sank at Procter & Gamble's

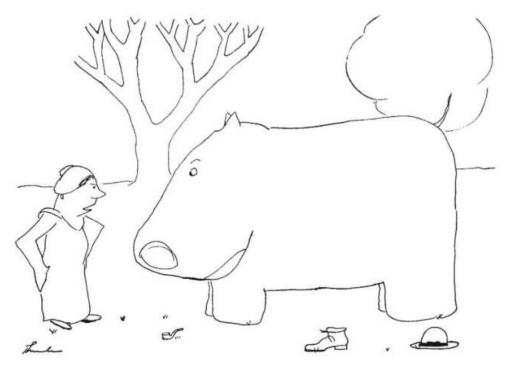


"All right, have it your way—you heard a seal bark!"

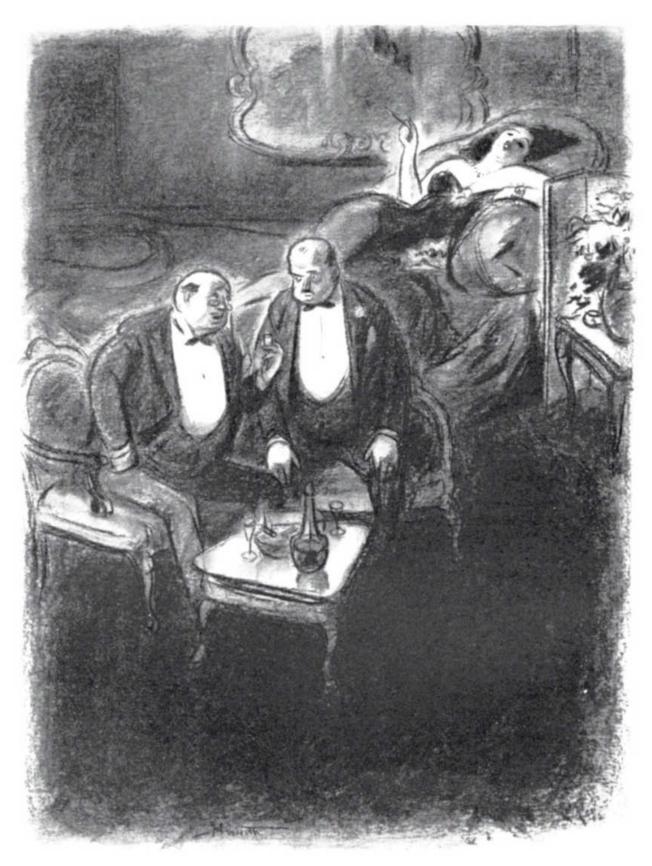




High Position on Wall Street



"What have you done with Dr. Millmoss?"



 $\hbox{``I never told her about the Depression. She would have worried.''}$ 

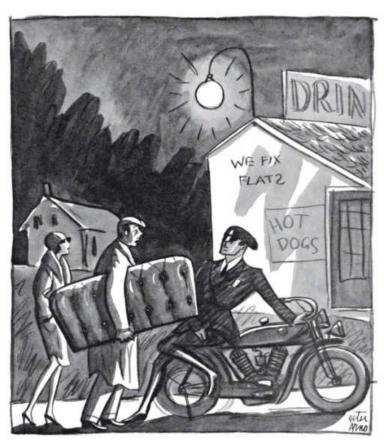


"No, Bill, I can't marry you. I care only for the abstract in art."

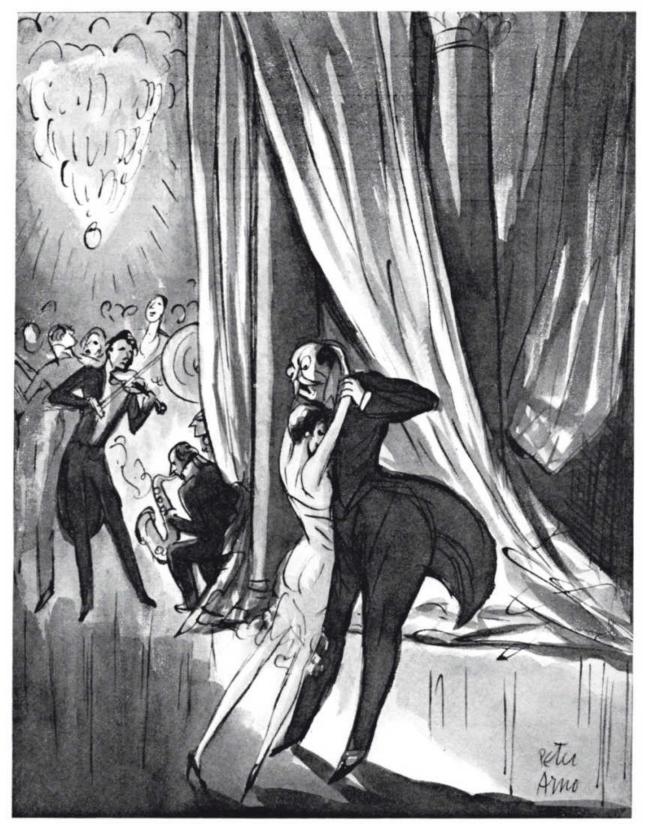




"Say, Doc, do me a favor. Just keep your eye on Consolidated Can Common, and if she goes bearish tell my broker to sell and get four thousand shares of P. & Q. Rails Preferred on the usual margin. Thanks."

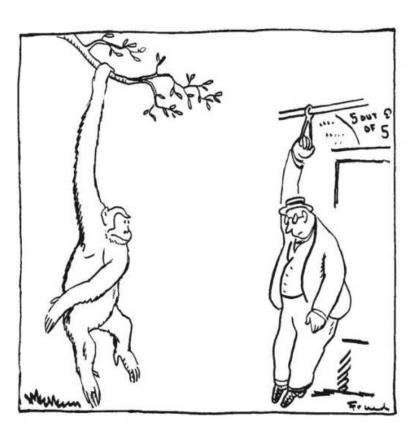


"We want to report a stolen car."

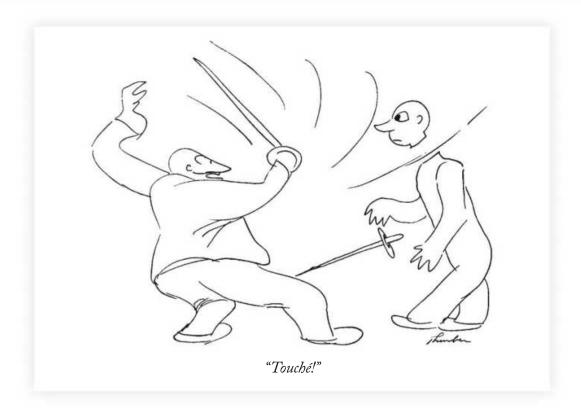


 $"Good\ God,\ woman!\ Think\ of\ the\ social\ structure!"$ 



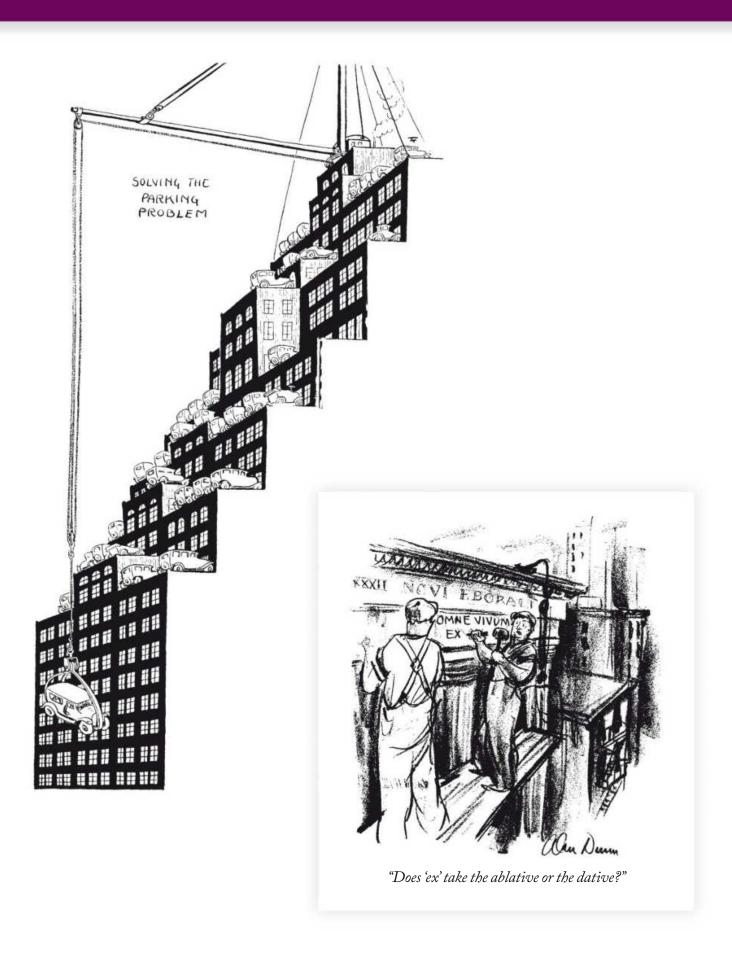


Seven Hundred Thousand Years of Progress





"Darling, here's the bill from the hospital. One more installment and the baby's ours."





"We're on a budget."





"No, I have to stay here and work. I'm unloading copper."



"Well, stupid, don't just sit there."



"Now, you take this Depression."
"Huh? What Depression?"

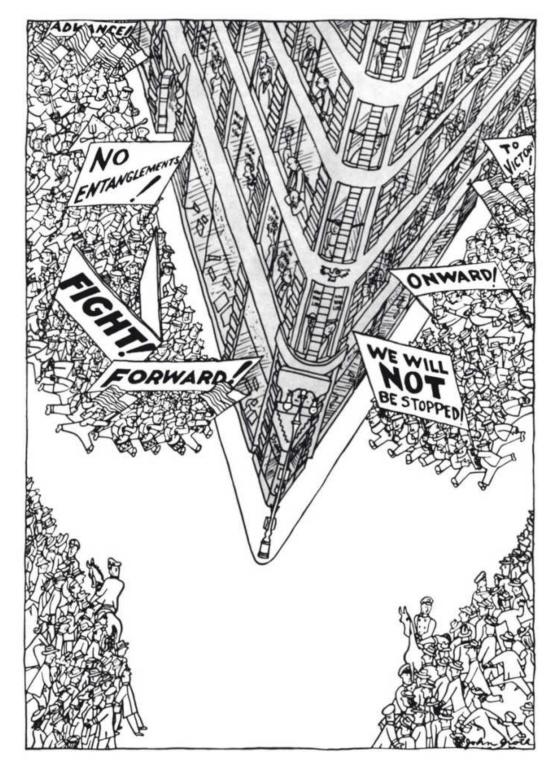






"Mamma, there's a lot of people in my bed."

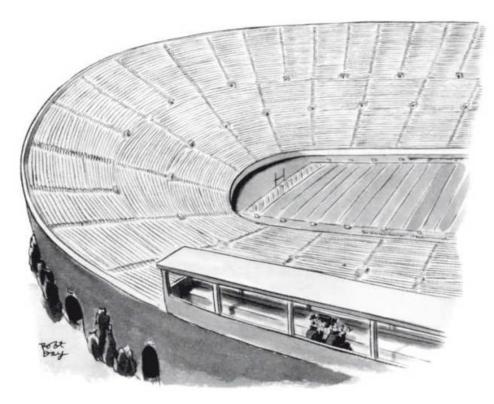
# 1935-1945





"Don't just stand there—get witnesses!"

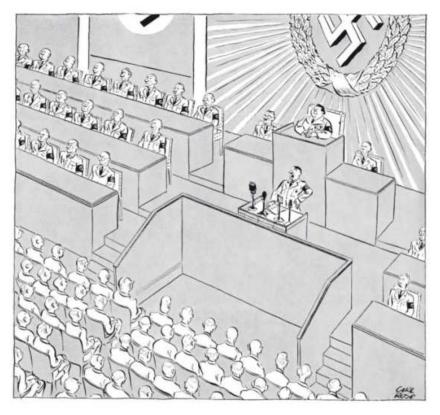




"Well, folks, here it is starting time! . . . One moment while we take a look at that little old schedule."







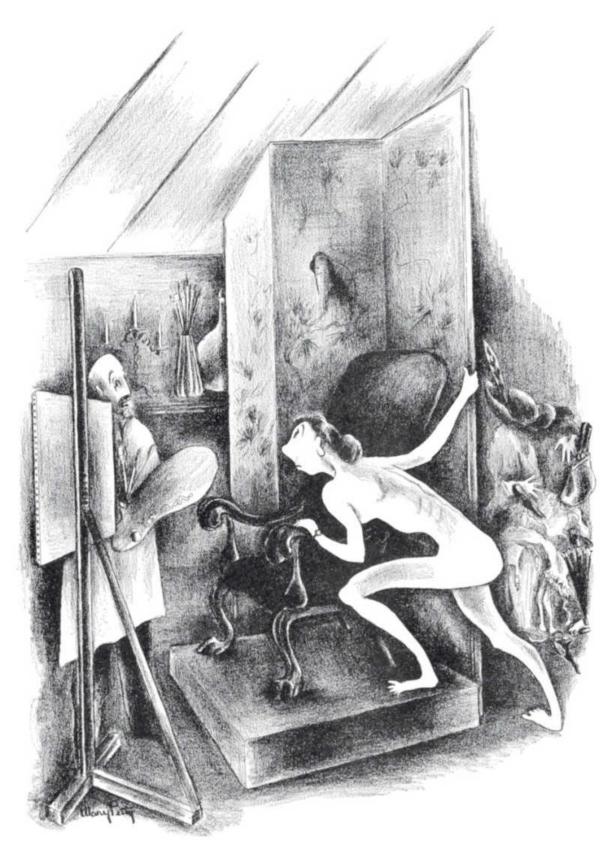
"I think I may say, without fear of contradiction . . . "



"Which one is the love potion?"



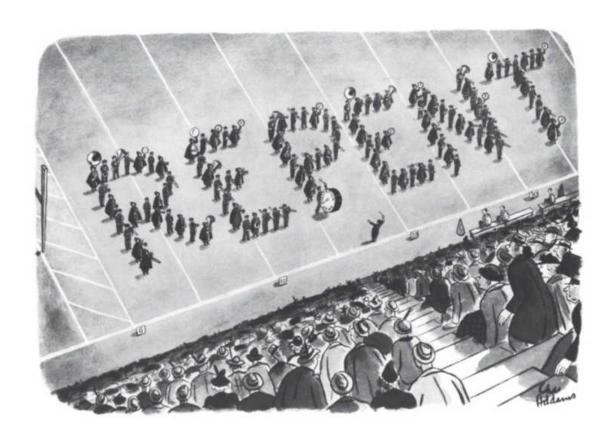
"Well, back to the old drawing board."



"Dear no, Miss Mayberry—just the head."

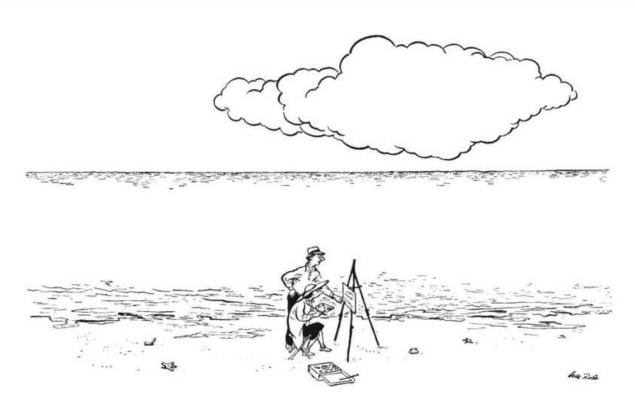








"Well, if I called the wrong number, why did you answer the phone?"  $\,$ 



"I don't think you've quite caught its sweep, its limitless expanse, its sheer bigness."





"Through the Tenth Dynasty to the Ming porcelain, turn right at the Italian Renaissance, and you'll see a little door."

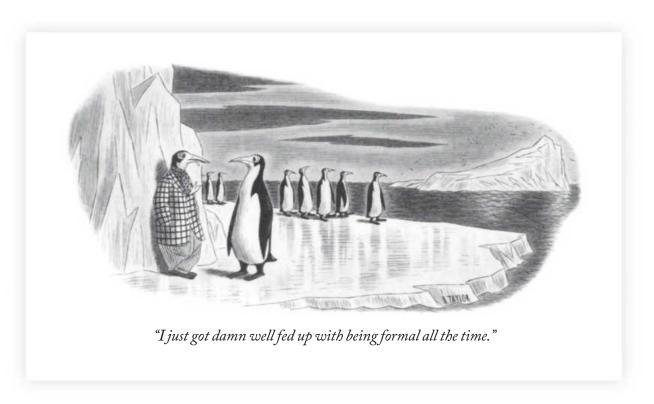


"I'm sorry, Herr General, but this man says we've already conquered his country."

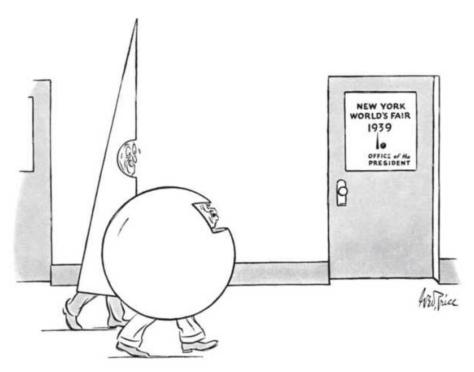




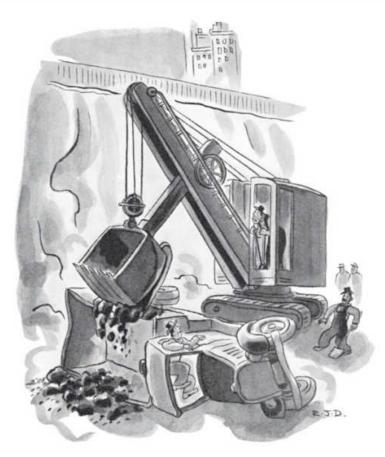
"Look at it this way—you're the baby sparrow and I'm the mamma sparrow."



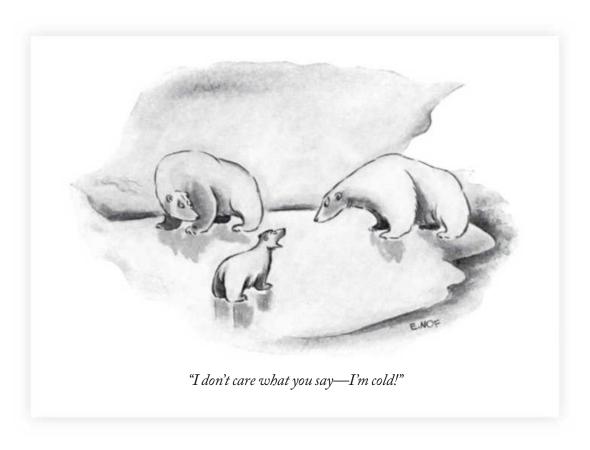




"If this doesn't get us in, nothing will."



"You'll have to excuse me. I'm all thumbs today."  $\,$ 

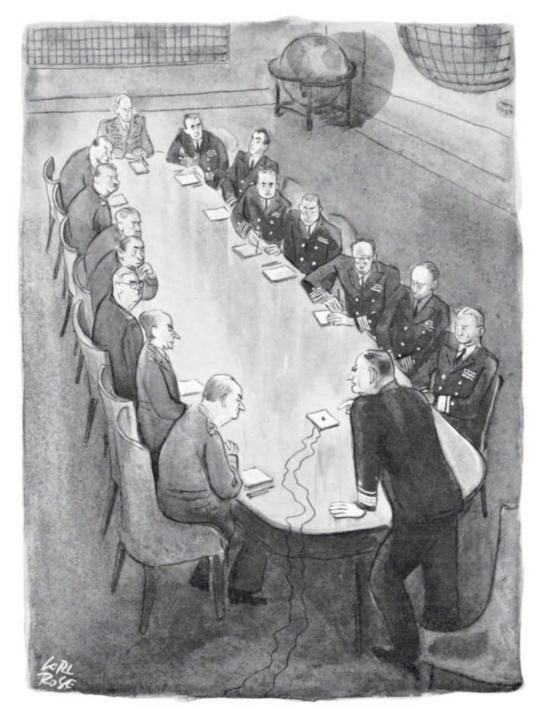




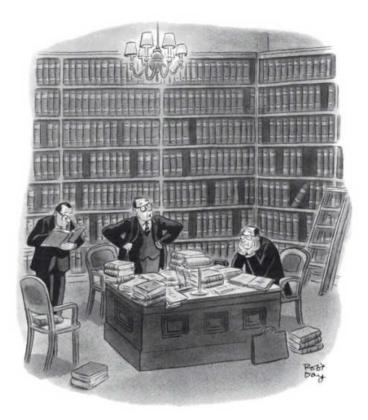
"But I thought I had another, an older one."



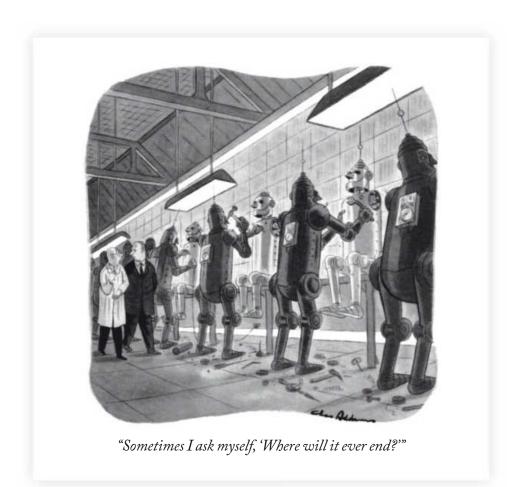
# 1945-1955



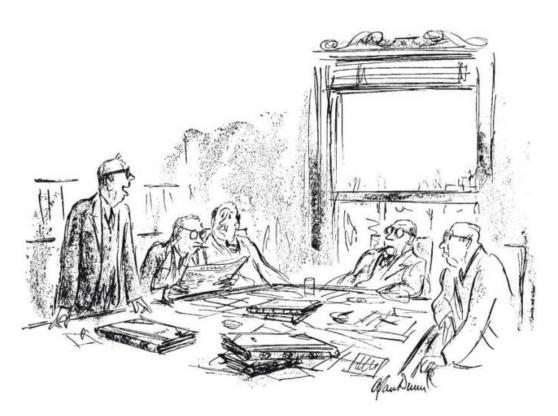
"Now, gentlemen, any practical consideration of push-button warfare must begin with one basic operational technique."



"What burns me up is that the answer is right here somewhere, staring us in the face."







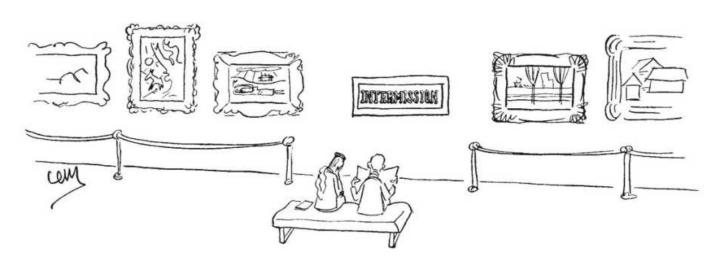
"May I suggest, Senator, that perhaps we should just offer the whole five and a half billion to Mr. Stalin to buy off Communism itself?"



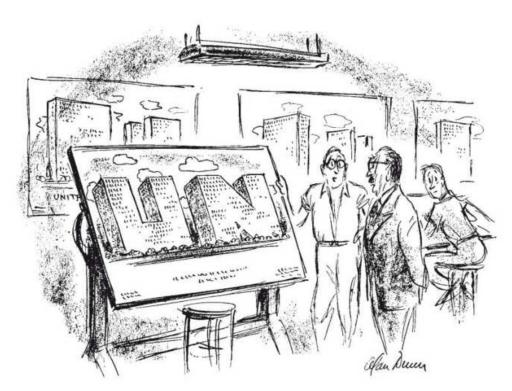
"Thank you very, very much. I don't know how I can ever repay you."









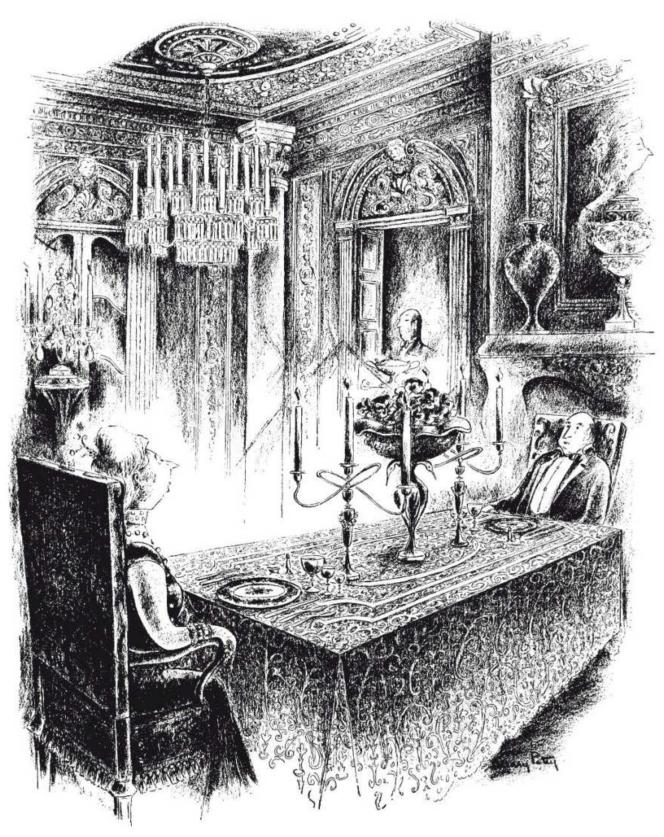


"They never said what they had against it."





"Oh, I couldn't make it Friday—I've so many things to do. It's the thirteenth, you know."



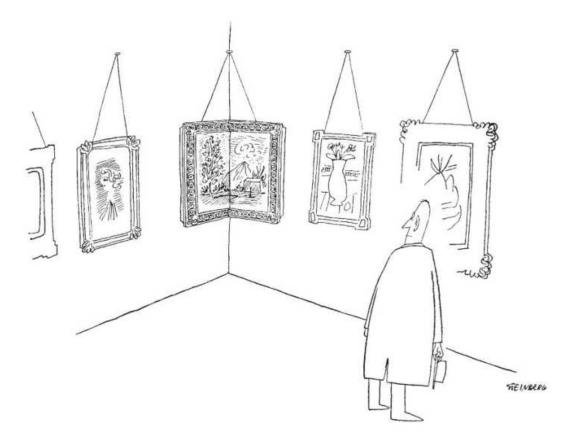
"Has anybody ever thought of winning the Communists over to our way of life?"

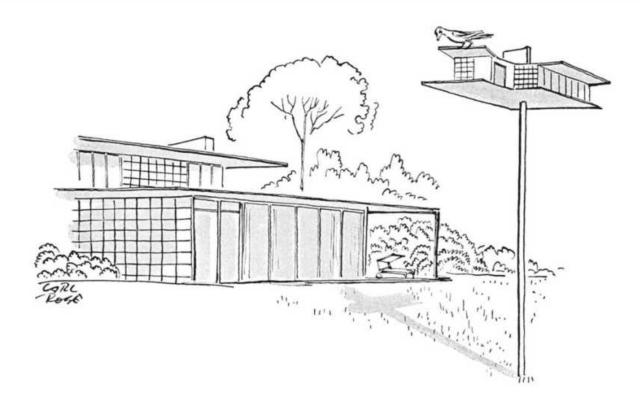


"I suppose in a few years all this will be done by atomic power."





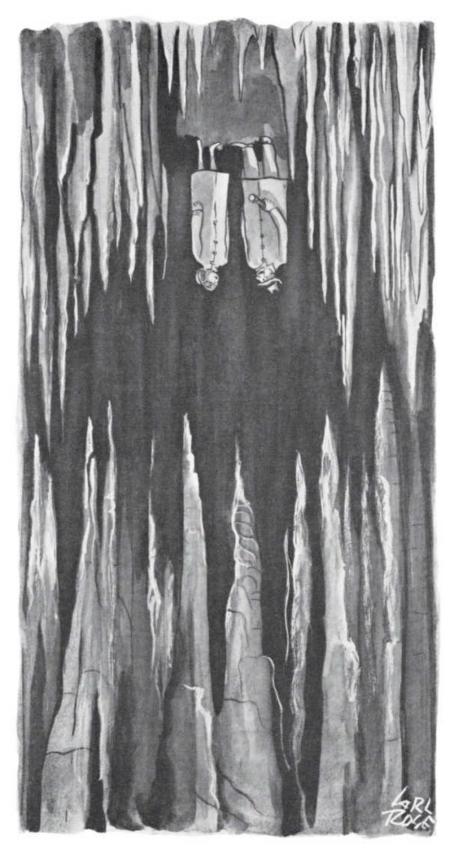








"You're too far back now, dear. Come forward a little."

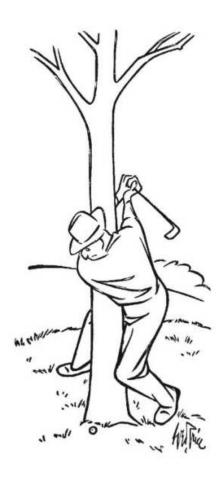


"I never could tell the difference between a stalactite and a stalagmite."



"Makes you realize how big dams are, doesn't it?"





**90TH ANNIVERSARY BOOK OF CARTOONS** 

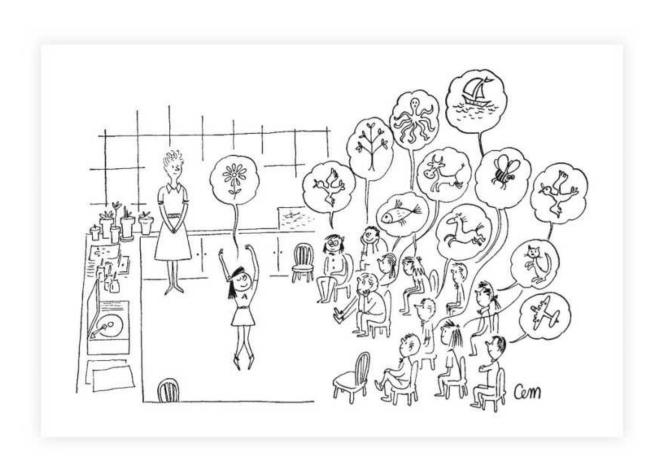
## 1955-1965



"What was the name of that tranquillizer we took?"



"Either cheer up or take off the hat."





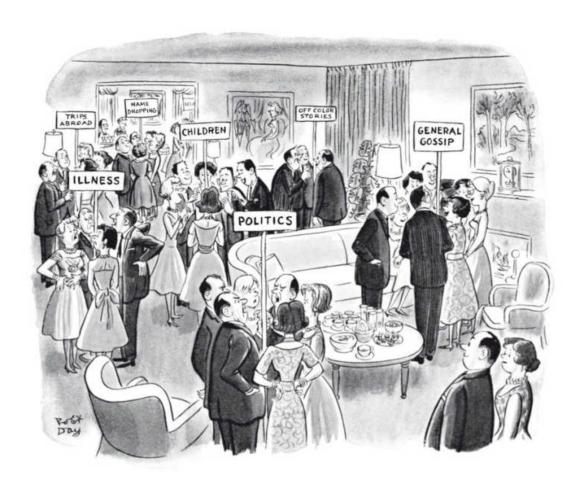
"I don't know what my father does all day. All I know is it makes him sick at his stomach."



"Could you direct us to Off Broadway?"



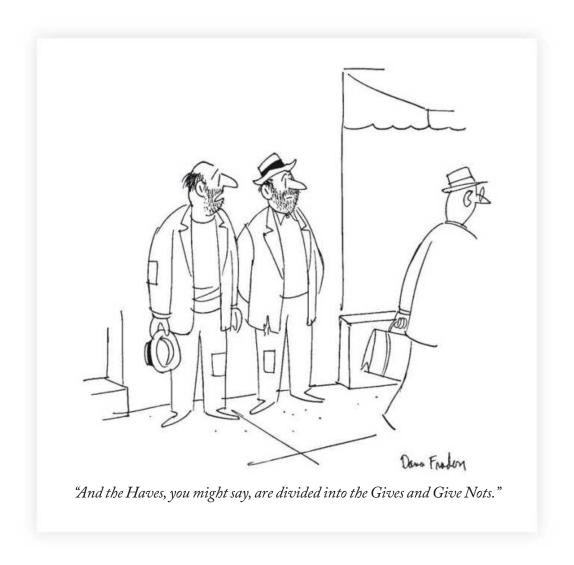
"You're darn right I'm a Puritan!"





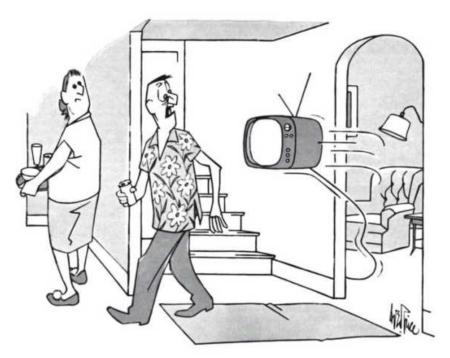




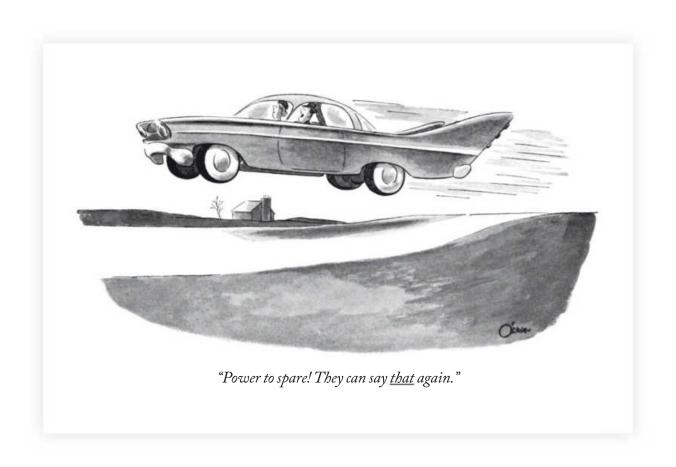




"His spatter is masterful, but his dribbles lack conviction."



"My God, it's following us!"





"I realize that those of you who are planning to go into psychiatry may find this dull."

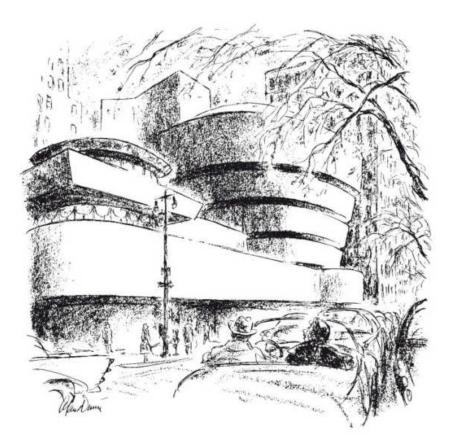






"I just hope it didn't do anything to the horsepower. Fred's so proud of that."



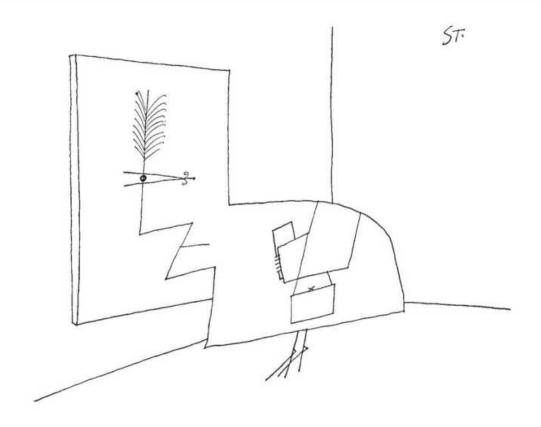


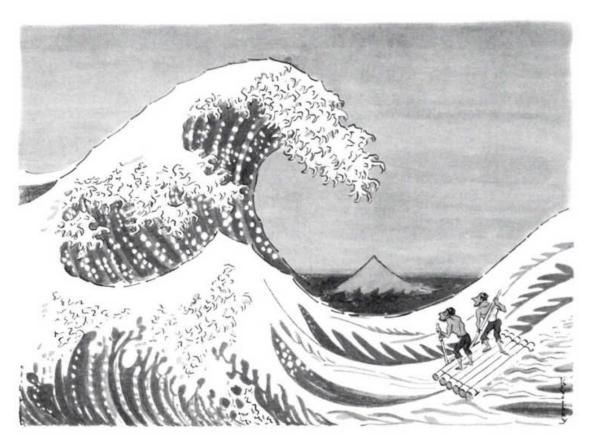
"Are they allowed to do that on Fifth Avenue?"



"That's you, I suppose."







"We're in Japanese waters, that's for sure."

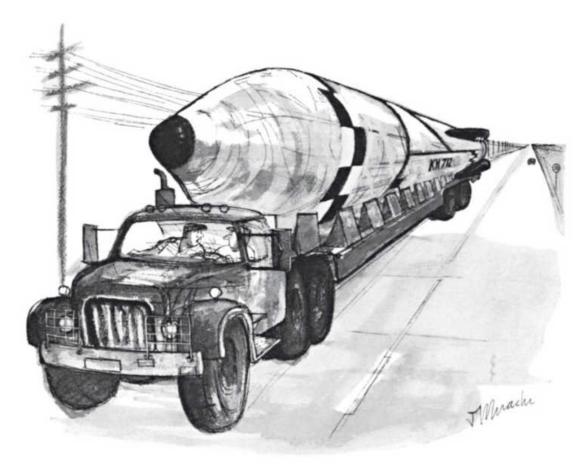


"Stop saying I'll live to be ninety. I  $\underline{am}$  ninety."







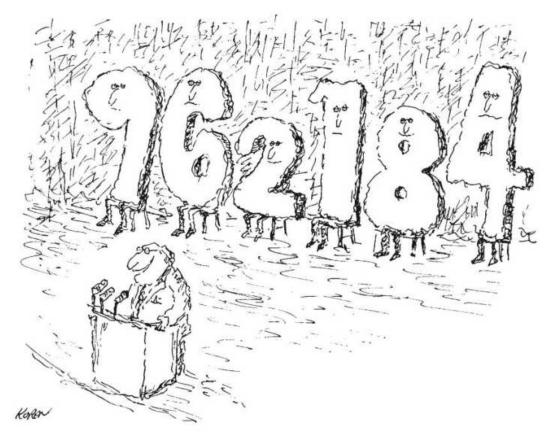


"Did you hear something ticking?"

## 1965-1975



"I can remember when this was all craters."



"Tonight, we're going to let the statistics speak for themselves."





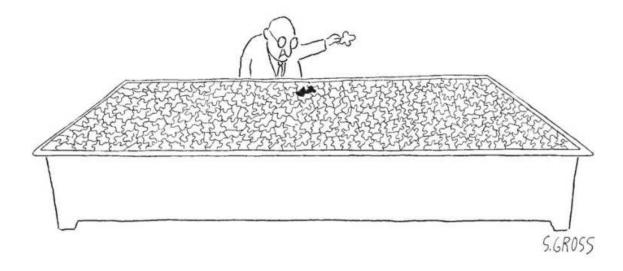
"I've called the family together to announce that, because of inflation, I'm going to have to let two of you go."

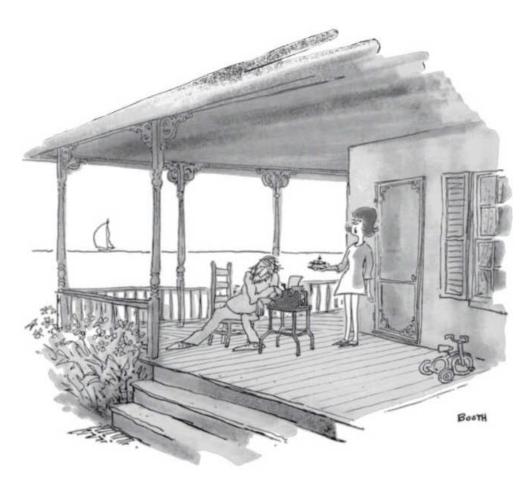




"What would you do if you had a million dollars—tax-free, I mean?"







"I've got an idea for a story: Gus and Ethel live on Long Island, on the North Shore. He works sixteen hours a day writing fiction. Ethel never goes out, never does anything except fix Gus sandwiches, and in the end she becomes a nympho-lesho-killer-whore. Here's your sandwich."

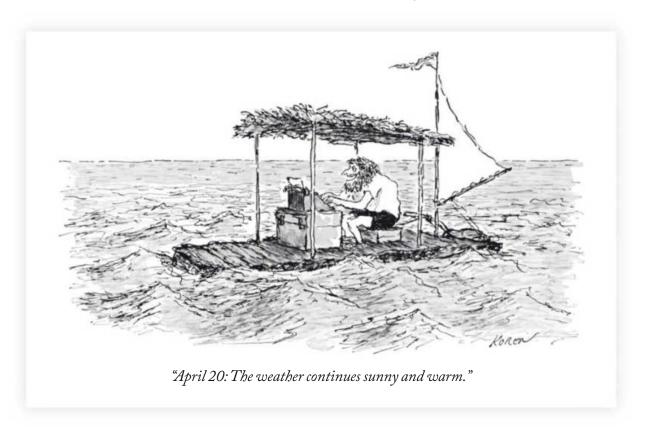


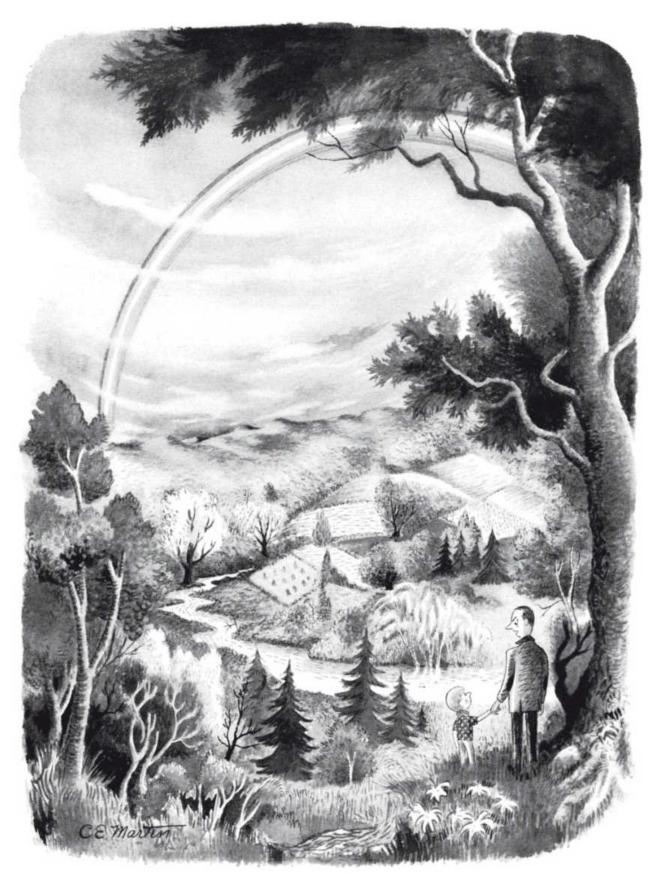
"Do you ever have one of those days when everything seems unconstitutional?"



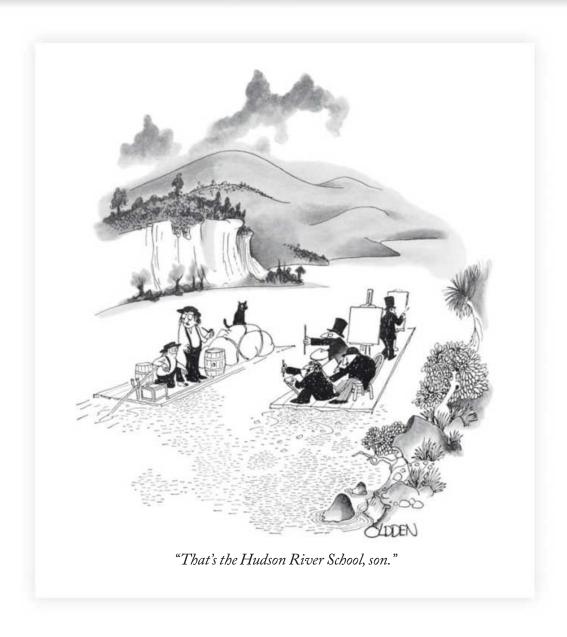


"It seems to me the winters are colder than they used to be."



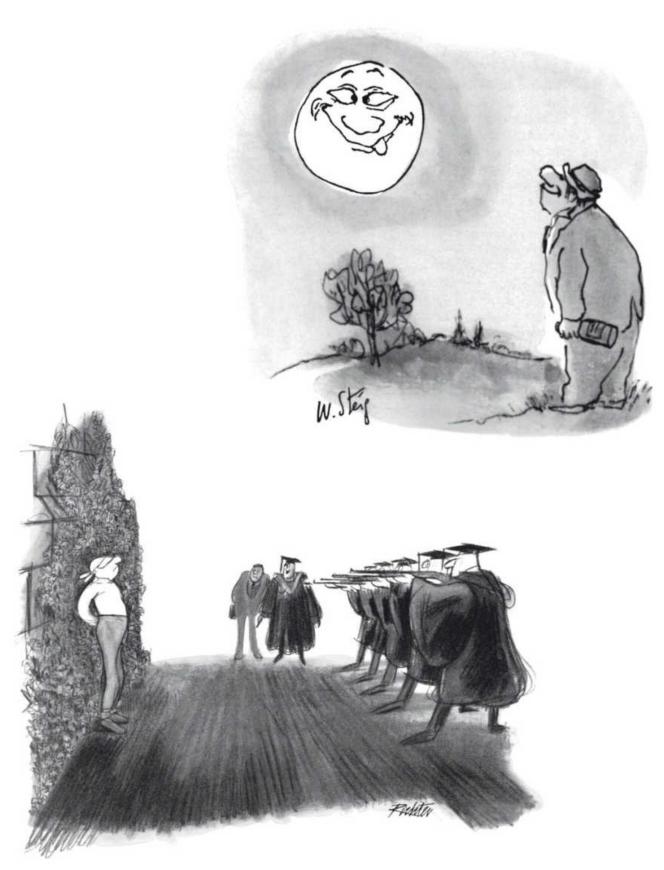


"It's not advertising anything, damn it!"





"I do ballet, conservation, starvation, cancer research, the needy, a little art, and a smidgen for Farmington."



"It's publish or perish, and he hasn't published."



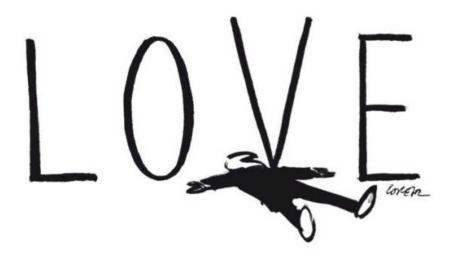
"Say bye-bye."



"Religious freedom is my immediate goal, but my long-range plan is to go into real estate."

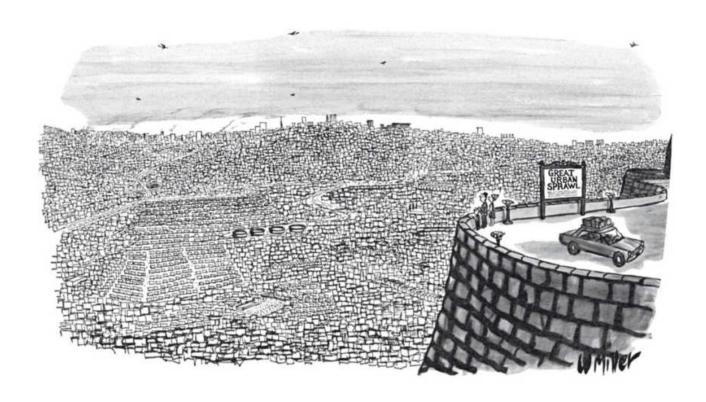


"The Master Ramachandra is on vacation. Concentrate on your breathing, meditate, pay your dues. This is a recording."





"I <u>know</u> sex is no longer a taboo subject. I just don't feel like discussing it all the time, that's all."

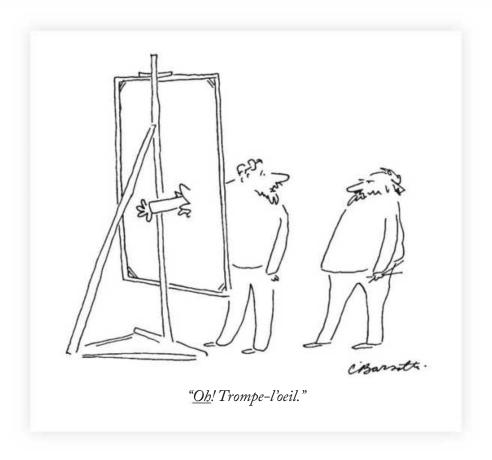




"If it turns me on, it's smut."

SAYS WE SHOULD GET OUT OF VIETNAM Mut Galeig

MY SON





"It's nice, dear, but shouldn't you have asked Daddy, since it's his car?"



"What's your bag? Novocain or Sodium Pentothal?"



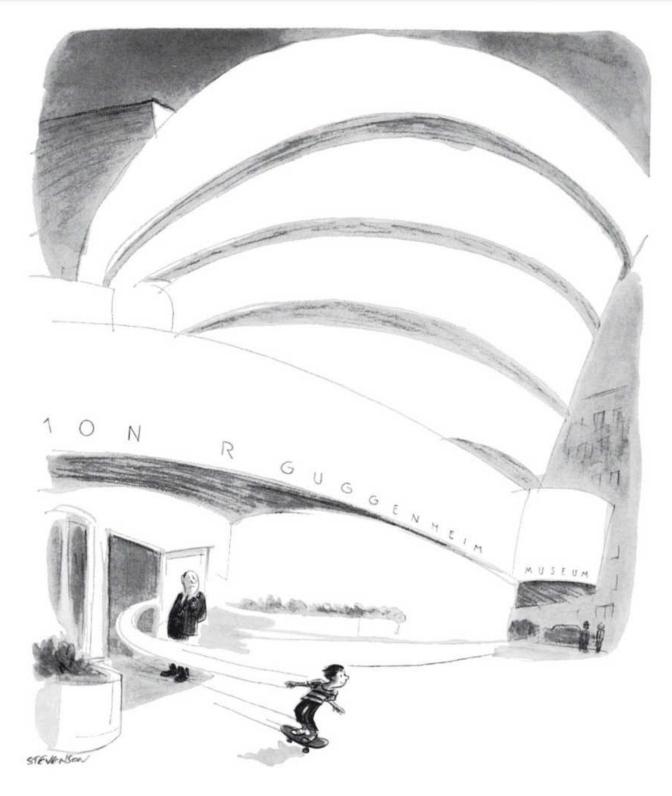
"Why can't those people leave peace to the experts?"



"You have a pretty good case, Mr. Pitkin. How much justice can you afford?"

90TH ANNIVERSARY BOOK OF CARTOONS

## 1975-1985





 $"Frankly, I\ hate\ weekends.\ They\ break\ my\ momentum."$ 



"These projected figures are a figment of our imagination. We hope you like them."



"Don't panic. I'm just a sore throat."

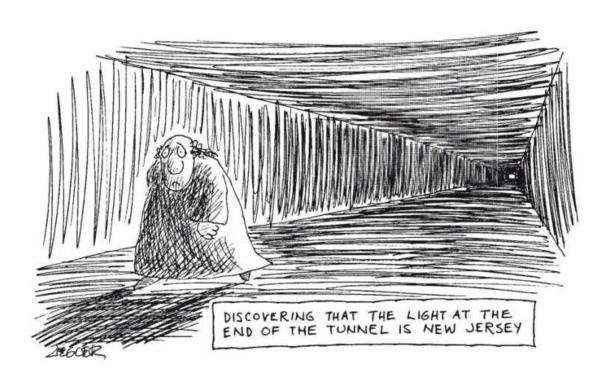


"This meeting was called in order to discuss the meat. It has been pointed out that there is no more meat. A motion has been made to fight over the bones."





"Instead of calling me Grandpa, why don't you just call me Herb?"



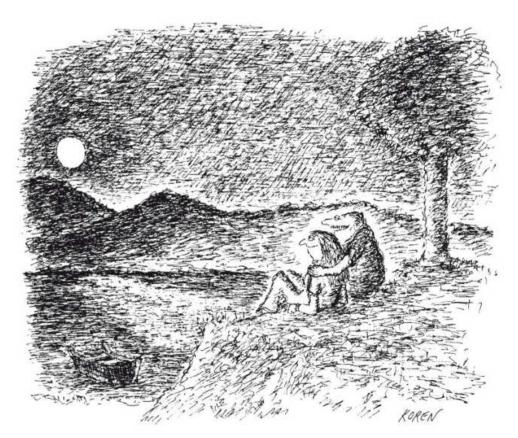


*"Aye."* 

"Ауе."

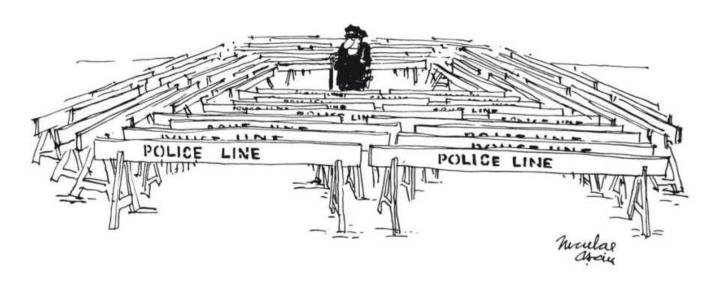


"Meaningless statistics were up one-point-five per cent this month over last month."



"Darling, let's get divorced."







"Howard, I think the dog wants to go out."







"Now, this over here, this is why you're going to have to go to jail."



"Your duties will be simple, Wilkins—pass the bottle when I get dry and brush away the blue-tail fly."









a. Chost

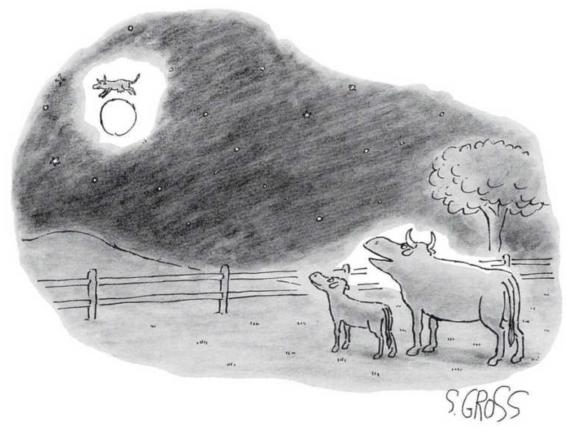


"Miss Dugan, will you send someone in here who can distinguish right from wrong?"

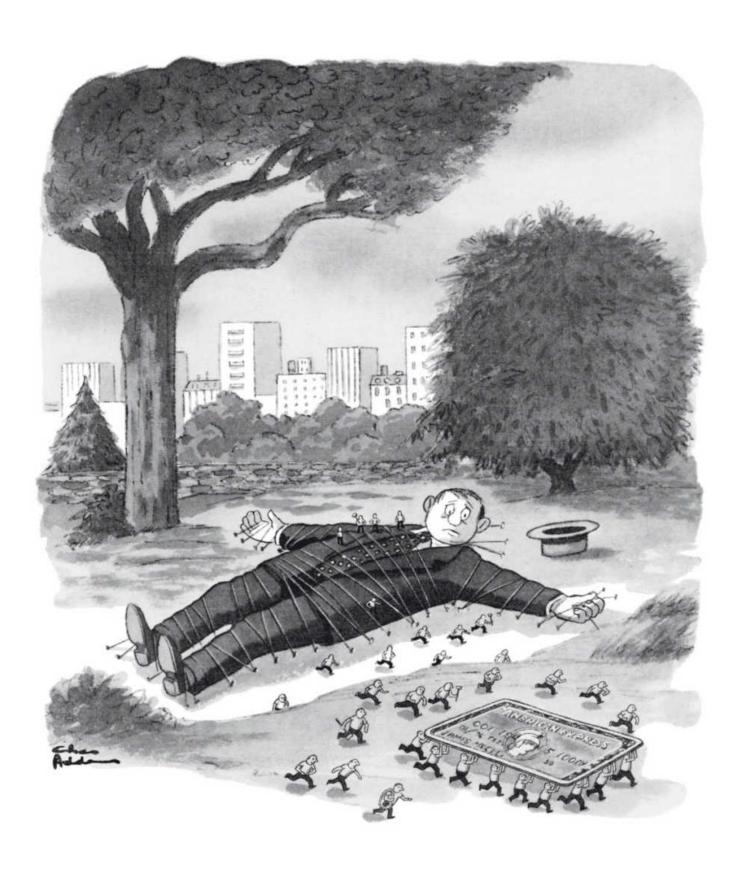


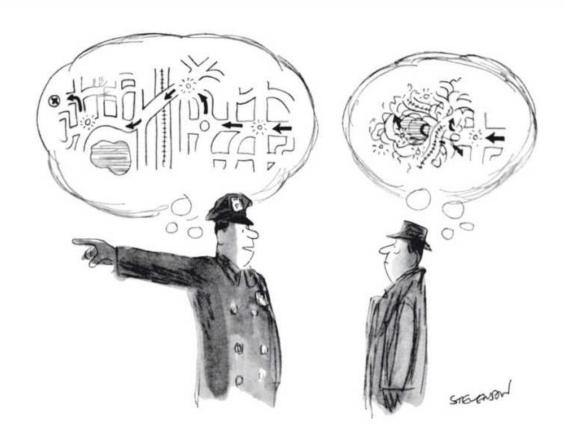


"Why, Hennings, I had no idea."



"Son, your mother is a remarkable woman."

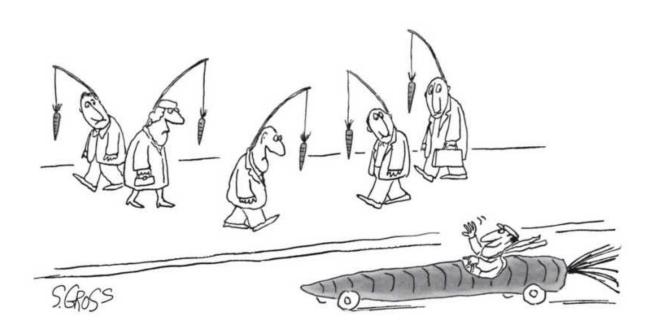














"Can you help me? I want to be a normal person again."



**90TH ANNIVERSARY BOOK OF CARTOONS** 

## 1985-1995



"On the Internet, nobody knows you're a dog."





KONG FOR A DAY





"Well, Stoddard, Ithink I've bounced enough ideas off you for one day."



"All you really need in life is the love of a good cat."

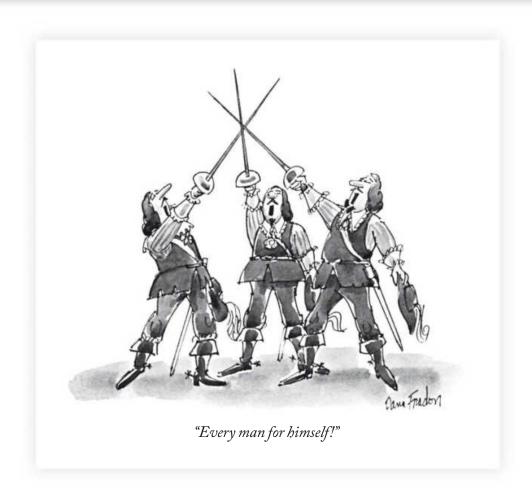




"No, Thursday's out. How about never—is never good for you?"

## T.S. ELIOT MEETS BEAVIS AND BUTT-HEAD

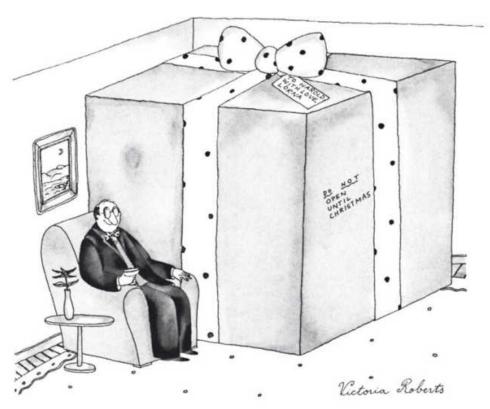




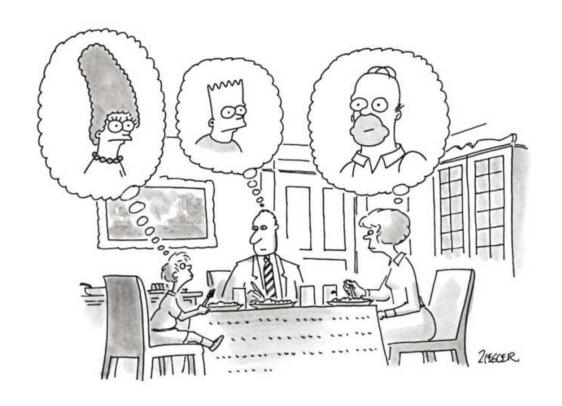


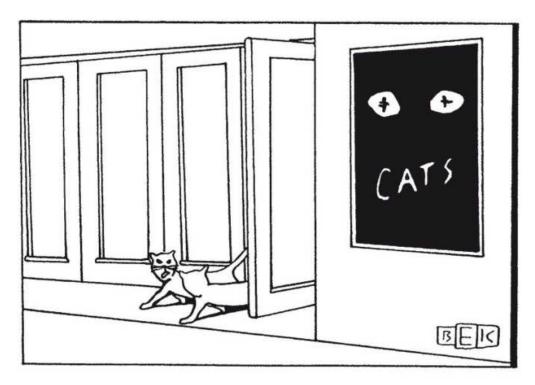
"By God, for a minute there it suddenly all made sense!"

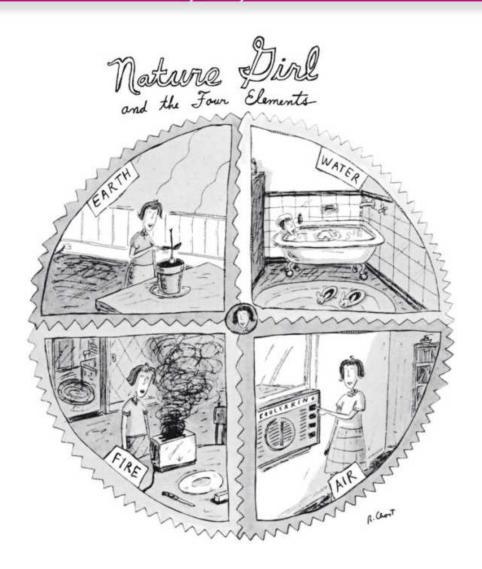




Suspense



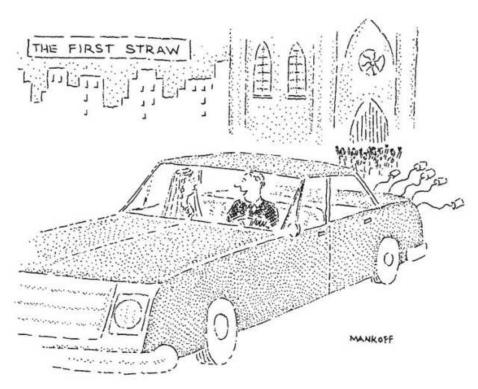








"'Season's Greetings' looks O.K. to me. Let's run it by the legal department."



"Mind if I put on the game?"





"Mrs. Hammond! I'd know you anywhere from little Billy's portrait of you."

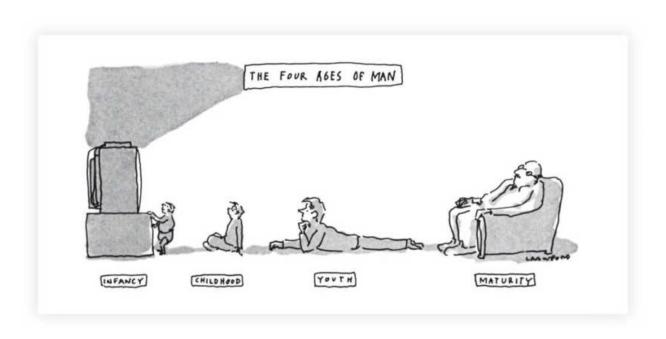




"My fees are quite high, and yet you say you have little money. I think I'm seeing a conflict of interest here."



"Got it!"











"And now at this point in the meeting I'd like to shift the blame away from me and onto someone else."







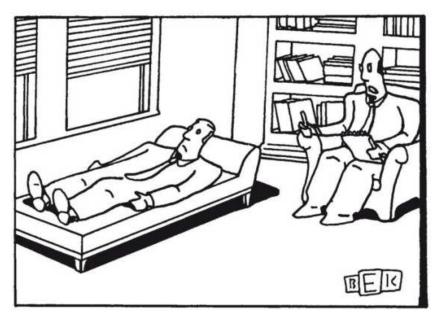
"My people will get back to your people."

**90TH ANNIVERSARY BOOK OF CARTOONS** 

## 1995-2005



"I have a couple of other projects I'm excited about."



"Woulda, coulda, shoulda. Next!"





"And, in this corner, weighing five pounds more than she'd like  $\dots$ "

# CARDS

COLLECT THE ENTIRE SET!















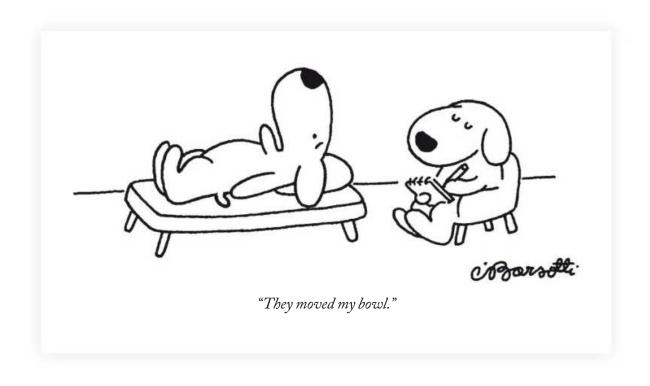




p. Chas



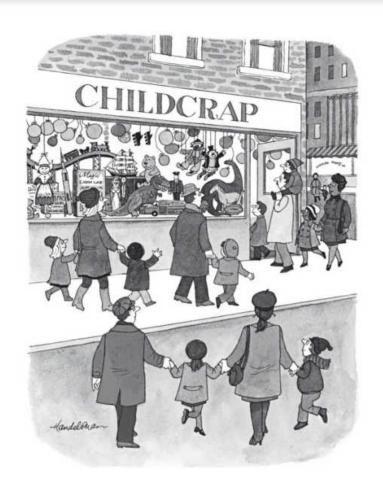
"You promise I won't be the only trophy wife at this thing?"  $\,$ 

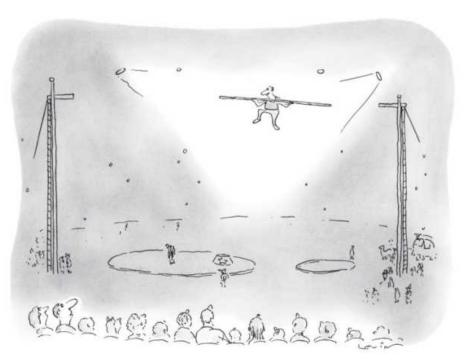




"How's the squid?"







"It appears to be some kind of wireless technology."



"Scotch and toilet water?"







"World War III? Hmm. O.K., but, remember, nobody gets hurt."







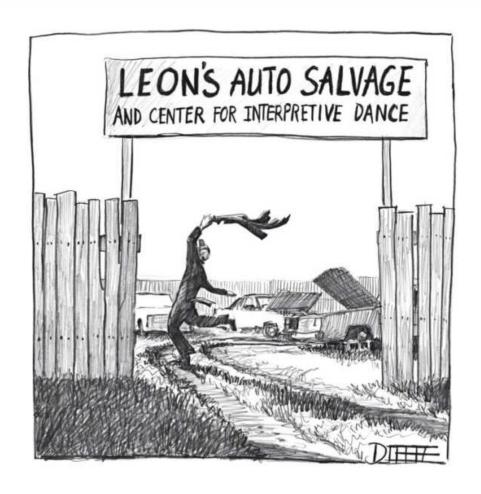
"I figure if I don't have that third Martini, then the terrorists win."





"Your daughter's a pain in the ass."



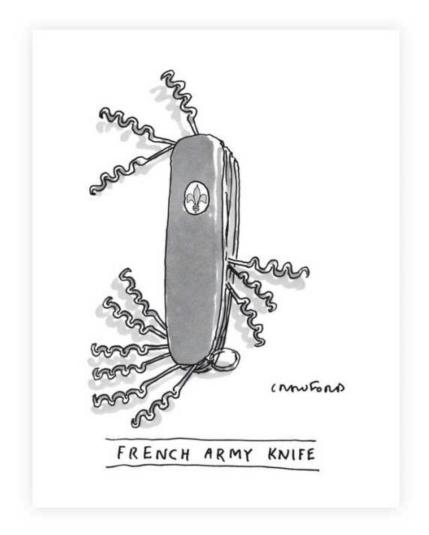




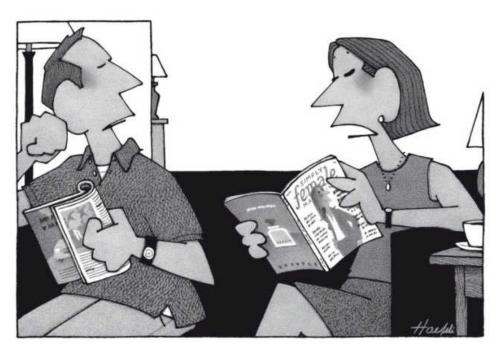
"This stuff worked pretty well on me."



"I was addicted to porn before there was an Internet."

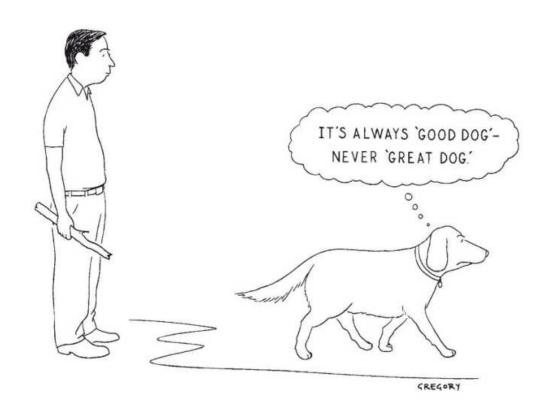






"There's an article in here that explains why you're such an idiot."







"It's an amazing coincidence, isn't it, that we all served on the same board of directors?"



90TH ANNIVERSARY BOOK OF CARTOONS

## 2005-2015



"Kinda makes you feel insignificant and incredibly hot, doesn't it?"







"Give a man a fish, he'll eat for a day. Teach a man to sue, and he'll eat for a lifetime."



"I don't know art, but I know what I like."





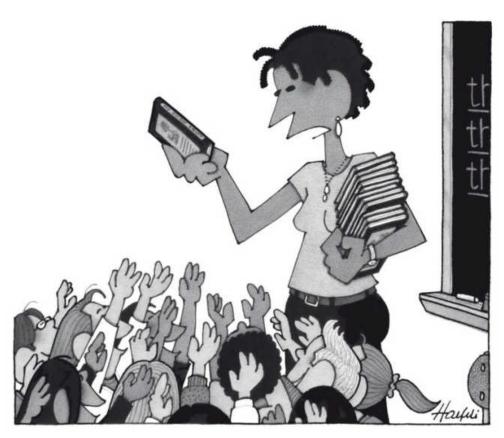


"You know, you can do this just as easily online."



"This would be a great place to put a huge city."

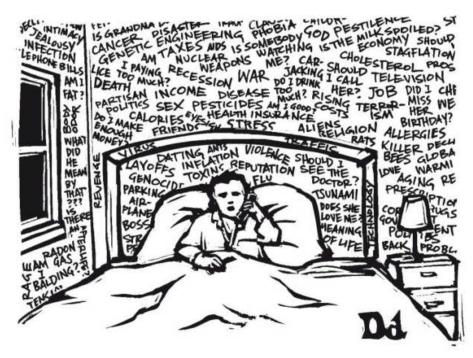




"I need you to line up by attention span."



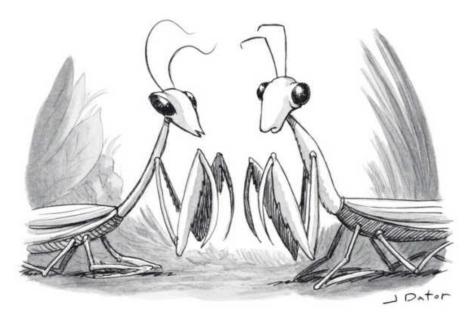
"Our goal is to make prices so low that even our employees could shop here."



"When I can't sleep, I find that it sometimes helps to get up and jot down my anxieties."







"After we have sex but before I kill you, I'm going to need your help with some shelves."







"Objection."



"Home is the place where, when you go there, they have to take you in—unless they've moved to a one-bedroom condo in Boca Raton."







"Ask your doctor if taking a pill to solve all your problems is right for you."



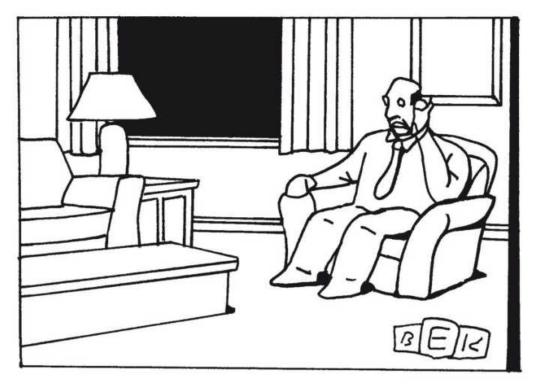
"I cooked us a lovely dinner for two—you could at least do the dishes!"



 $"Well, your \, quantum \, computer \, is \, broken \, in \, every \, way \, possible \, simultaneously."$ 



"Over, damn you, <u>over!</u>"



"Just sitting here waiting for Facebook to go away."



 $"I cook\ everything\ with\ an\ alternative\ energy\ source,\ so\ it\ may\ take\ a\ while."$ 









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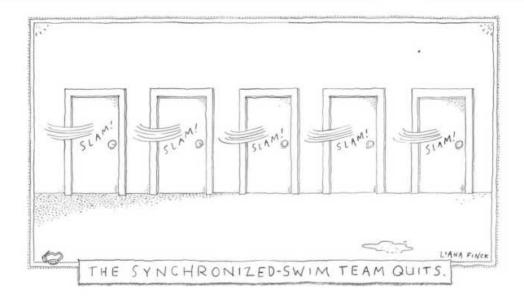
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MAKI PETITI

GEORGE PRICE

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#### 1935-1945

CHARLES ADDAMS
DOUGLAS BORGSTEDT

ROBERT J. DAY

SYDNEY HOFF

ED NOFZIGER

JOHN RUGE

RICHARD TAYLOR

#### 1945-1955

ALAIN
SAM COBEAN
CHON DAY
RICHARD DECKER

ELDON DEDINI
CHARLES E. MARTIN
MISCHA RICHTER
LESLIE STARKE
SAUL STEINBERG

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ANATOL KOVARSKY
JOSEPH MIRACHI
FRANK MODELL
WILLIAM O'BRIAN
CHARLES SAXON
BARNEY TOBEY
BERNIE WISEMAN

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MORT GERBERG
HERBERT GOLDBERG
SAM GROSS
WILLIAM HAMILTON
J. B. HANDELSMAN
EDWARD KOREN
LEE LORENZ
WARREN MILLER
RICHARD OLDDEN
DONALD REILLY
JAMES STEVENSON
ROBERT WEBER

**ROWLAND B. WILSON** 

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NICULAE ASCIU

LEO CULLUM
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EDWARD FRASCINO
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ARNIE LEVIN
ROBERT MANKOFF
HENRY MARTIN
JAMES MULLIGAN
PETER STEINER
MICK STEVENS
GAHAN WILSON
DEAN VIETOR
JACK ZIEGLER

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MICHAEL CRAWFORD
BRUCE ERIC KAPLAN
MICHAEL MASLIN
VICTORIA ROBERTS
AL ROSS
JEAN-JACQUES SEMPÉ
DANNY SHANAHAN
MIKE TWOHY

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#### NOTE:

The work of many contributors has spanned multiple decades.
To avoid repetition, once a cartoonist's name has appeared in a decade here it's not repeated, even if his or her work appeared in subsequent decades. This provides a rough snapshot of the evolving generations of contributors who have shaped, and continue to shape, the New Yorker cartoon tradition.